

Wisconsin Urban Forestry Council

January 28, 2001

Christine Giese, Chair
Jeff Edgar, Vice Chair
Richard Rideout, Executive Secretary

2-5-2001

TO: Urban Forestry Council Membership
FROM: Mr. Ryan Baker
SUBJECT: The Wisconsin Urban Forestry Council Action Items

The following is a list of the items in the minutes that require action. Action on some items may be required immediately. Please notify me if you observe errors or omissions.

Action items:

- ❑ **Everyone** – Contact Dick Rideout with comments on revised Urban Forestry Study report.
- ❑ **Everyone** – Contact Dick Rideout to volunteer to participate in a 2-3 day retreat to develop an urban forestry strategic plan.
- ❑ The membership committee (**Dave Liska, Mark Dochnahl, and Jeff Edgar**) will begin to search for new minority representation to replace Preston Cole and Tony Perez.
- ❑ **Everyone** – Contact Dave Liska to volunteer to assist with driving Bob Skiera to Governor's Council on Forestry meetings in Madison.
- ❑ **Everyone** – Contact Dave Liska with nominations for the Governor's Council on Forestry to be discussed at April meeting.
- ❑ **Ryan Baker** will place Governor's Council nominations on April's agenda.
- ❑ **Everyone** – Forward any comments about the Wisconsin Builders Foundation press packets to Dick Rideout or Wayne Glowac as soon as possible.
- ❑ **Everyone** – Contact Wayne to volunteer to set up and take down the Council booth at the Madison Area Builders Association Home Products Show booth or to restock the brochure rack during the show.
- ❑ **Everyone** – Contact Jeff Edgar, Paul Keller or Mark Guthmiller with suggestions for a Millennium Grove planting site.
- ❑ **Everyone** – Contact Dave Stephenson to volunteer for the 2002 WAA/DNR conference planning committee.
- ❑ **Everyone** – Contact Dave Stephenson concerning donating or finding a sponsoring for a 4" diameter tree for planting at the State Capital in conjunction with the Tour des Trees.
- ❑ **Everyone** – Contact Dave Stephenson for information concerning the Tour des Trees core team meeting in February.
- ❑ **Everyone** – Contact Dave Stephenson with leads to sponsors, volunteers, media events, etc.
- ❑ **Everyone** - Mark you calendar with the following dates for future Council meetings.
 - April 19th, 2001 – OJ Noer Turfgrass Center, Madison
 - July 11th, 2001 – Green Bay Botanical Garden, Green Bay
 - October 17th, 2001 – Lodi
- ❑ **Everyone** – Please review the UF Council website handouts and contact Ryan Baker with suggestions or comments.

Wisconsin Urban Forestry Council Minutes, January 28, 2001

Regency Suites & KI Convention Center
Green Bay, Wisconsin

In attendance were 29 people.

The **voting members** were: Ms. Laurie Bishop, Mr. Mark Dochnahl, Mr. Keith Erickson, Mr. Jeff Edgar-Vice Chair, Ms. Christine Giese-Chair, Mr. Paul Hartman, Mr. Kevin Hinckley, Dr. Laura Jull, Mr. Paul Keller, Mr. Gregory Lancaster, Mr. David Liska, Dr. Robert Miller, Ms. Mary Morgan, Ms. Joan Stevens, Mr. Daniel Traas and Mr. Les Werner.

The **Ex Officio Non-voting Members** in attendance: Ms. Bria Radtke and Mr. Richard Rideout.

The **Non-voting Interested Parties** in attendance: Mr. John Giesal, Mr. Ken Ottman, Mr. Karl Parker, Dr. Glen Stanosz, Mr. Jerry Stoner, and Mr. Jeffrey Treu.

The DNR Staff, who are **non-voting guests** in attendance: Mr. Ryan Baker, Ms. Cindy Casey, Mr. Mark Guthmiller, Mr. David Stephenson, and Mr. John Van Ells.

Absent Voting Members: Dr. R. Bruce Allison, Mr. Preston Cole, Mr. Roald Evensen, Mr. Wayne Glowac, Ms. Marilyn Knudsen, Mr. Tony Perez, and Mr. Robert Skiera.

The Council meeting came to order at 2:05 p.m. with Christine Giese, Chair, presiding. The Chair welcomed the group and announced that Bill Brener, ex-officio member, has retired from the Department of Agriculture, Trade and Consumer Protection and has resigned from the Council. Dick Rideout reported that the Council must wait for a nomination from DATCP to appoint a new member to the Council. The minutes from the last meeting held on October 18 in Madison were reviewed. Mark Dochnahl moved that the minutes be approved as read. Joan Stevens seconded the motion. The motion carried.

Ryan Baker presented the second quarter financial report. Jeff Edgar made a motion for approval. Les Werner seconded the motion. The motion carried.

Program Review

Dick Rideout reported that he is in the process of revising the Urban Forestry Study report after the Forestry Policy Team made recommendations. Dick will be resubmitting the report on February 6th and asked Council members to once again review the report and contact him with comments. Dick also asked for volunteers for a strategic planning committee. This committee would partake in a three-day retreat to develop a strategic plan, focusing on coordinating other programs with Urban Forestry. Dave Liska volunteered and Jeff Edgar expressed an interest, but Dick would like to have one or two more volunteers from the commercial or nonprofit sectors. Contact Dick to volunteer. Dick also handed out copies of the 2001 Urban Forestry Grant Awards list.

Response from Cole/Perez Letters

Chris Giese reported that no response has been received from either Preston Cole or Tony Perez in regards to letters sent in October 2000. The letters basically asked Preston and Tony for recommendations for replacements for their positions on the Council. Chris, and other Council members, expressed their disappointment that no response had been sent. Dick Rideout reported that only George Meyer, Secretary of DNR, can remove Preston and Tony from the Council and that it may be easier to let their terms expire instead of replacing them. Jeff Edgar suggested searching for new minority representation while their terms expire. The membership committee (Dave Liska, Mark Dochnahl, and Jeff Edgar) will begin to search for new minority representation. Preston and Tony's Council membership status will remain as-is until their terms expire.

Governor's Council on Forestry

Dave Liska reported that he had contacted Bob Skiera concerning his involvement on the Governor's Council on Forestry. Bob has agreed to continue to serve as a representative on the Gov.'s Council until fall 2001, however he has difficulty traveling to the meetings. Dave Liska has offered to drive Bob to meetings, but Dave asked to Council for other volunteers willing to drive Bob. Contact Dave if you are able to assist. Dave stated that when the fall of 2001 comes, a new representative would need to be appointed to replace Bob. Nominations must be prepared for the Council's April meeting. Dave suggested nominating Ken Ottman. Ryan Baker will place Governor's Council nominations on April's agenda. Mary Morgan thanked in advance any Council members offering to drive Bob to meetings.

PR Committee Report

In Wayne Glowac's absence, Chris Giese reported on the status of the PR committee. Reports from Wayne were handed out summarizing the Focused Funding Forestry Grant project and the Madison Area Builders Association Home Products Show display.

Joan Stevens commented that she did not like the radio ad featuring Rex the dog. She was unsure of what the message was trying to get across to the listener. Mary Morgan, however, thought the message was clear, but would like to hear it. Forward any comments about the Wisconsin Builders Foundation press packets to Dick Rideout or Wayne Glowac as soon as possible.

Wayne's report asked for volunteers to help with set up, Feb. 28, and take down, March 4, of the Home Products Show booth. Also, anyone who could help to restock the brochure rack during the show would be helpful. Contact Wayne to volunteer.

Dean Aberle's Board of Visitors/UW Cluster Hire

Les Werner reported that the Board of Visitors' objectives include advising the college and assisting with the development of activities. The Board consists of 25-30 members appointed by Dean Aberle. Many of the current members have donated large amounts of money to the university, which may have influenced their appointment. Les stated that the Council would need to come up with a sizable financial influence to obtain representation. He feels that the Council should place the Board of Visitors on the back burner for awhile. Les then turned the discussion over to Glen Stanosz. Glen suggested inviting Monroe Miller, Black Hawk Country Club, to the Council's next meeting. Monroe is associated with the University through the turf industry and could possibly represent the green industry on the Board of Visitors. Monroe understands how the University works and has experience working with diverse groups. Glen also suggested the OJ Noer Turfgrass Center for the Council's next meeting.

Laura Jull reported that her of the UW cluster hire proposal was not approved. Of seventy-two proposals, there were twenty-four finalists and of those only five will be funded. Laura was also sorry to report that many UW Horticulture faculty were absent from a department meeting of green industry people on December 8th. This panel of was to advise the department of current issues it should be addressing and what support it should be giving to certain areas of industry. She also notified the Council of a new publication from the UW-Extension entitled, Power Planting: A Guide to Help You Choose the Right Tree in the Right Place.

Millennium Grove Project

Mark Guthmiller reported that he, Jeff Edgar, and Paul Keller had met earlier to discuss the Millennium Grove Project. Jeff Edgar reported that he had visited the Famous and Historic Tree Nursery in Jacksonville, Florida, where the trees for the project will come from. One hundred trees will be provided but the species and planting location have not been decided. The trees can be divided into different plantings so any suggestions for a Millennium Grove site should be forwarded to Mark, Jeff, or Paul. Mark suggested the Dane County Heritage Center located at Lake Farms County Park on the west side of Lake Wabesa as a possible planting location. Dick Rideout reported that the US Forest Service and American Forests sent a stone marker to him for the Millennium Grove Project. Jeff suggested tying the project in with the Tour des Trees.

Tour des Trees

Dave Stephenson handed out an updated schedule of events and volunteer support & sponsorship opportunities sheet. Dave has been in contact with Michael Stork of the State Capitol grounds and Mary Beth Carr of the Wisconsin State Fair. All trees planted at the State Capital must have a four-inch diameter. Dave asked for assistance in finding a tree that meets that specification. There will be a Tour des Trees core team meeting in February that Kevin Hinckley, Paul Keller, Joan Stevens, and Laurie Bishop expressed interest in attending. Contact Dave for more information concerning this meeting. Karl Parker reported on the tour route and asked the Council to continue to network for sponsors, volunteers, media events, etc. and to forward information to Dave. Paul Keller asked if there was a video available to show to interested community groups to increase knowledge and excitement of tour. Karl reported that wasn't a video, but a power-point presentation showing highlights of past tours.

2002 WAA/DNR Conference

Dave Stephenson stated that there was a lack of Council representation in the planning of WAA/DNR conference. He asked the Council for volunteers to be on the 2002 conference planning committee. The committee usually has three to four meetings. Keith Erickson and Joan Stevens volunteered and Roald Evensen was suggested as a possible alternate volunteer. Contact Dave Stephenson to volunteer for the 2002 WAA/DNR conference planning committee.

Schedule of Future Meetings

Mark you calendar with the following dates for future Council meetings.

- April 19th, 2001 – OJ Noer Turfgrass Center, Madison
- July 11th, 2001 – Green Bay Botanical Garden, Green Bay
- October 17th, 2001 – Lodi

Adjournment

The meeting adjourned at 4:27 p.m.

NOTE: Hard copies of the new Urban Forestry Council website were handed out. Unfortunately, the meeting ran late and the Council was unable to discuss the website and its contents. Please review the handouts and verify your contact information on the membership page. Contact Ryan Baker with suggestions, comments, likes and dislikes. The website is not on-line yet, but Ryan hopes to publish live by mid-February.

Respectfully submitted,

Ryan Baker
Acting Secretary